

## EXHIBIT E

# Mass Relevance Products

Our products help your brand become an integrated part of your customers' lives, anywhere they are.

- Create and amplify buzz about your brand or products.
- Grab your audience's attention and keep your brand top of mind.
- Boost brand loyalty and get your audience involved by including interactive elements that encourage engagement.



## MASS STREAMS

Engage your audience through the curation and display of relevant social conversations.



## MASS GALLERY

Create an interactive image wall with pictures and avatars from relevant social media platforms.



## MASS POLLS

Involve your audience by asking them their opinion and reveal real-time results of social voting.



[SEE VIDEO](#)

## MASS EXPRESSIONS

Build buzz by prompting your customers to share their opinions socially.



[SEE VIDEO](#)

## MASS RATINGS

Encourage social sharing about your products and services by displaying ratings and related content.



## MASS TRENDS

Display rankings about your brand or topic to engage your audience in the conversation.



[SEE VIDEO](#)

## MASS LEADERBOARDS

Rank and promote the most active participants or topics in your audience community.



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## MASS MAPS

Highlight geographic locations where brand-relevant social conversations are happening and growing.



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## MASS ANSWERS

Interact with your audience by directly connecting through social question-and-answer streams.



## MASS COUNTERS

Keep your audience's attention by revealing the volume of brand-relevant social activity.



## Solutions

Create an all-in-one experience by integrating a variety of Mass Relevance products.



### Flock-To-Lock

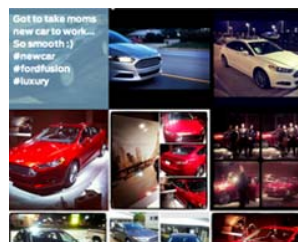
Fuel engagement by incentivizing audiences with exclusive benefits accessible through social participation.



### Mosaic

Create custom panoramas featuring relevant social conversations, mixed media and editorial content.

[SEE VIDEO](#)



### Social Photo™

Real-time photo sharing brings brand experiences to life through consumers' camera lenses.



### Companion

Combine brand-relevant activity in one hub that displays real-time social content.